

A Friend in Need



*Facts worth knowing
about*

ARM & HAMMER BAKING SODA
as a proved medicinal agent

ARM & HAMMER BAKING SODA

AND

COW BRAND BAKING SODA

are identically the same product
and ARE PURE BICARBONATE OF
SODA, equally good for medicinal
and cooking purposes.

The requirements of the U. S.
Pharmacopoeia are fulfilled.

A Friend in Need



FACTS WORTH KNOWING ABOUT
ARM & HAMMER *and* COW BRAND
BAKING SODA
AS A PROVED MEDICINAL
AGENT

CHURCH & DWIGHT CO., Inc.
70 Pine Street New York, N. Y.

Business Established 1846

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A FRIEND IN NEED

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TO

**TESTED AND APPROVED MEDICINAL USES
OF
BICARBONATE OF SODA**

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CHURCH & DWIGHT CO., INC.

70 PINE STREET
NEW YORK, N. Y.

FOREWORD

He who cures a disease may be the skillfulest, but he that prevents it is the safest physician.

—T. FULLER.

MANY prominent physicians have suggested that great benefits would result if the men and women of America were shown clearly the many practical ways in which *Bicarbonate of Soda* (baking soda) could be used in the home as a therapeutic agent.

We feel therefore that this booklet should be dedicated to those members of the medical profession who have so long urged its publication. The attitude of these physicians in the matter has been epitomized by a prominent member of the profession in a letter to the Church & Dwight Company in the following words:

"Your product (Arm & Hammer Pure Bicarbonate of Soda) has a universal distribution. It is

known in every household. Its value to the Culinary Art is unquestioned, but it carries a far greater value unknown to its millions of users—*its value as a household remedy.*

"It has often been said that doctors through their Health Plans are constantly trying to put themselves out of business, and, in our defense I might add, that if we could rid the world of its ills we would gladly go.

"Be that as it may. For the good it will be to Humanity, I want to advocate the establishment of a department in your organization that will tell the millions of users of your product (Arm & Hammer Pure Bicarbonate of Soda) its great value in the prevention and treatment of certain diseases.

"In the last few years Bicarbonate of Soda has been coming into its own and today it occupies a prominent place in every Physician's Armamentarium. You, being the largest producers of *pure* Bicarbonate of Soda, are the logical ones to tell the world of the therapeutic value of your product. It will not put the doctors out of business, but it will be the means of helping thousands to prevent, and get relief from, certain ills by this *harmless* but helpful remedy."

A FRIEND IN NEED

There is no mortal man whom
pain and disease do not reach.

—OVID.

HEALTH is the birthright of man. If you are sick, you have, in some way, violated a law of nature. When you observe the teachings of nature, you are well. This booklet, pointing out how certain laws of nature can be followed, will help you and your household to avoid much of the pain and suffering that is the inevitable result of *delay* in heeding Nature's warnings.

"The foremost fire fighter in the world," said F. Burnham McLeary, in an article contributed to the *World's Work*, "is responsible for the statement that 99 per cent. of all fires on earth could be extinguished with a glass of water *if taken in time*. To be more specific, even though a score of fires were breaking out in various quarters of San Francisco on the morning of April 18, 1906, fifty such glasses of water, properly stationed, would have pre-

vented the destruction of a city and the irretrievable loss of three hundred and fifty millions of dollars.

That is the value of having on hand at the vital moment a reliable agent for checking a destructive force.

Fire has an insatiable appetite; it grows as it feeds; a glass of water may extinguish it in the early moments of its life, but it may grow beyond human power or skill to check when it becomes half an hour old.

Sickness resembles fire; it grows as it feeds; the right remedy may extinguish it in the first few hours of its life, but if it once "grips" the system it may grow beyond human power or skill to master.

Ovid, who lived centuries ago, said:

"Meet the Disease at its approach."

We see therefore both ancient and modern appreciate the enormous value of the first few moments or the first few hours in preventing the spread of fire or disease.

We have compared sickness, illness or disease to fire, and it would be well if others always carried the same comparison in their minds, for an essential characteristic of an illness is its tendency to spread from one point to another in the human body and for a single symptom to rapidly develop a group of symptoms. In other words, an indisposition may be compared to fire in the fact that it may be looked at in the light of a red flame that gives a *warning* of danger before it leaps up into devouring strength and destruction.

Sickness or indisposition is a *danger signal*; within the body, somewhere, a conflict is going on between the forces that make for disease, and the forces that make for

health; if the patient begins to get worse you at once know that the armies of disease have gained the ascendancy, that the automatic safety provisions of the human system have been overcome, and that Nature has *signalled* you to aid in the fight with the forces of human intellect. It is in such emergencies—before the doctor comes, or when it is obvious that prompt action will make a visit from the doctor unnecessary—that this little booklet should be consulted. For it tells you *when* and *how* that inexpensive box of *Arm & Hammer* or *Cow Brand Baking Soda* in your kitchen, or obtainable in the nearest grocery store, can be used to aid Nature in her fight.

Understand, please, that Bicarbonate of Soda is not a cure-all. Its field of usefulness as a *home remedy* is limited to well-defined ailments. Understand, also, that it should be regarded as an aid—not a substitute—

to the physician. But, as a study of the following pages will show, it has been proved by time and trial and experience as a most effective *preventive* and *remedy* for a surprisingly large percentage of the ailments most common among the civilized races.

Everyone will take care of poor health, but it is the wise man who makes every effort to conserve good health. One should ascertain his physical status yearly by having a thorough physical examination by his family physician.

In compiling this list of uses for Arm & Hammer and Cow Brand Pure Bicarbonate of Soda as a household remedy, great care was taken to include nothing that had not been tested and approved by leading physicians—men who recognize it is their duty to be thorough—to be positive; men who do not base their decisions upon theory or accept assumption instead of proof; men who are convinced a thing can be done only after it IS done.

BICARBONATE OF SODA AS A THERAPEUTIC AGENT

Testimony is like an arrow shot
from a long bow; the force
of it depends on the strength
of the hand that draws it.

—JOHNSON.

BAKING SODA, which is Bicarbonate of Soda, is described in that authoritative work, *The New Standard Dictionary*, as, “a white crystalline substance, less soluble than sodium carbonate and having only a slight alkaline taste, used in cookery, in baking powders and in medicine.” Its use as a medicine is briefly outlined by *Nelson's Encyclopaedia* as follows:

“Sodium bicarbonate is used in medicine as an *antacid* (an alkaline remedy for stomach acidity), and, on account of the large amount of carbon dioxide that is readily set free from it by acids or by heating, it is an important component of Seidlitz powders and other effervescing mixtures, and of baking powders.”

The New International Encyclopaedia says:

"Sodium bicarbonate alkalizes the blood and secretions, and is used as a corrective in functional diseases of the stomach."

The proved value of Arm & Hammer and Cow Brand Bicarbonate of Soda as a therapeutic agent is further evinced by the following evidence of a prominent physician in a letter to the Church & Dwight Company:

"In 1918 and 1919 while fighting the 'Flu' with the U. S. Public Health Service it was brought to my attention that rarely any one who had been *thoroughly alkalized with bicarbonate of soda* contracted the disease, and those who did contract it, if alkalized early, would invariably have mild attacks. I have since that time treated all cases of 'Cold,' Influenza and LaGrippe by first giving generous doses of Bicarbonate of Soda, and in many, many instances within 36 hours the symptoms would have entirely abated.

"Further, within my own household, before Woman's Clubs and Parent-Teachers' Associations,

I have advocated the use of Bicarbonate of Soda as a *preventive* for "Colds," with the result that now many reports are coming in stating that those who took "Soda" were not affected, while nearly every one around them had the "Flu."

"Besides doing good in respiratory affections, bicarbonate of soda is of inestimable value in the treatment of Alimentary Intoxication, Pyelitis (inflammation of the pelvis of the kidney), Hyper-Acidity of Urine, Uric Acid disturbances, Rheumatism and Burns. An occasional three-day course of Bicarbonate of Soda increases the alkalinity of the blood, assists elimination and *increases the resisting power of the body to all Infectious Diseases.*

"The value of the World's famous Spas and Health Springs is largely in the *Alkalinity* of the water. A comparatively few may need Vitamine but our great "National Crime" is over-eating, both in Vitamines and everything else, which, among other things, means an *increased acid retention* within the body and a predisposition to Rheumatism, Gout, etc.

"Bicarbonate of Soda will not prevent the crime

of over-eating any more than water unapplied will prevent a fire, but like water to a fire, if properly applied, it will neutralize the effect of carelessness, and help stay the body in its process of self-destruction."



TESTED HOUSEHOLD REMEDIES

In order to secure the best results with Arm & Hammer or Cow Brand Pure Bicarbonate of Soda (Baking Soda) when taken internally, certain simple rules must be observed. *Materia Medica, Pharmacology and Therapeutics* (Bastedo, page 88) clearly outlines these rules as follows:

“The effect of an alkali in the stomach will *vary* according to the nature of the stomach contents at the time of its administration. In the *resting* period (after food is digested) sodium bicarbonate merely dissolves mucus and *is absorbed as bicarbonate into the blood*, to increase its alkalinity *directly*.

“In the digestive period it reduces the secretion of gastric juice, neutralizes a portion of the hydrochloric acid, liberates the carminative carbon dioxide gas, and is absorbed as sodium chloride.

“In cases of fermentation or ‘*sour stomach*’ it may neutralize the organic acids and so result in the opening of a spasmodically closed pylorus (the

opening between the stomach and the small intestine); while at the same time it acts to *overcome* flatulency (accumulation of gas in the stomach and bowels).

"The time of administration must, therefore, be chosen with a definite purpose. Usually for hyperchlorhydria (excess of acid) one hour or two hours after meals will be the period of harmful excess of acid.

"In continuous hyperacidity and in fermentative conditions a dose an hour before meals will tend to prepare the stomach for the next meal; or sometimes a dose will be necessary immediately after eating, because of abnormal acid or gas having been present at the commencement of the meal. (For the average person one-half hour after meals is recommended).

"A dose at bedtime tends to check the early morning acidity, or a dose on arising cleans the stomach of acid and mucus before breakfast."

When taking soda bicarbonate internally it should be dissolved in one-half glass of cool water.

Acidosis

The normal reaction of the blood is alkaline. When the reaction of the blood becomes less alkaline than normal, a state of acidosis exists. The blood never actually becomes acid, but a lowering of the normal alkaline content causes a shifting of the acid-alkaline balance toward the acid side. This condition of acidosis follows many diseases and is a forerunner of others.

The alkalinity of the blood is maintained in a large part by the presence of sodium bicarbonate (baking soda) which is a normal constituent of all body fluids. In cases of threatened or actual acidosis, one-half teaspoonful of baking soda in one-half glass of cool water two hours after meals is recommended.

Acne

For pimples on the face and neck, accompanied by an oily skin, it is recommended that after washing the face thoroughly with soap and water, a paste made from baking soda and water be applied to the affected parts and allowed to remain for ten minutes, after which the face should be washed with clear cold water. This treatment should be applied once daily, before retiring.

Auto-Intoxication

The condition of auto-intoxication which is often accompanied by headache, intestinal distress, and sometimes fever, is usually caused by insufficient elimination from the intestinal tract. By taking one teaspoonful of soda in one-half glass of cool water upon arising the symptoms of auto-intoxication may be relieved.

Baby's Bottle

Bottles, nipples, and utensils used in the preparation and giving of baby food should be sterilized by boiling once daily. After the bottle and nipple have been used, they should be washed thoroughly with soap and hot water, and allowed to stand in soda water (2 teaspoonfuls of baking soda to the quart of water). Before feedings, the nipple and bottle should be rinsed with clear water.

Catarrh

Catarrh of the upper air passages and chronic discharges from the nose may be relieved by spraying the nostrils night and morning with a solution of soda water (one teaspoonful of soda to the pint of water). If a spray is not available the soda water may be snuffed into the nostril.

Colds

Bicarbonate of Soda will often ward off a cold in its early stages.

In the event of a threatened attack, we recommend the following treatment:

During the first day take six doses of half teaspoonful of Arm & Hammer or Cow Brand Bicarbonate of Soda in glass of cool water, at about two hour intervals.

During the second day take four doses of half teaspoonful of Arm & Hammer or Cow Brand Bicarbonate of Soda in glass of cool water, at the same intervals.

During the third day take two doses of half teaspoonful of Arm & Hammer or Cow Brand Bicarbonate of Soda in glass of cool water, morning and evening, and thereafter half teaspoonful in glass of cool water each morning until cold is cured.

Colic

For a baby from one to six months of age with Colic and distended abdomen give in an enema one level teaspoonful of Soda dissolved in a half glass (two ounces) of warm water.

Corns and Bunions

Corns and bunions may be softened and relieved by making a salve of equal proportions of lard and Bicarbonate of Soda, and applying at night before retiring.

Dyspepsia

For an attack of dyspepsia due to over-acidity, take one-fourth teaspoonful of soda bicarbonate dissolved in a half glass of cool water when the pain appears and repeat several times if necessary.

Dyspepsia or Heartburn

A quarter of a teaspoonful of Bicarbonate of Soda dissolved in a tumbler of cold water, taken three times a day, will be found very beneficial.

"Sodium Bicarbonate is the most efficient drug for general use (in acid dyspepsia), about one-quarter teaspoonful *before* meals for a tonic form. In hyperchloric (acid) dyspepsia a level teaspoonful two hours *after* meals."

—*Therapeutics, Materia Medica and Pharmacy.*

Eczema

"*Externally*, in solution, it (Bicarbonate of Soda) is a solvent for dried exudates (secretion) such as the crusts in seborrheic eczema." Two level teaspoonfuls of Bicarbonate of Soda to a pint of water gives the proper solution in such cases.

—*Practical Therapeutics.*
(Birmingham.)

Gall-Stones

The vomiting during an attack of gall-stone colic may be relieved by draughts of hot water containing bicarbonate of soda (one teaspoonful of soda to the pint of hot water).

Headaches (Sick)

Bicarbonate of soda (baking soda) is largely used as an antacid in gastric fermentation. In sick headaches arising from this condition take one teaspoonful of bicarbonate of soda dissolved in a glass of cold water.

Hiccough

Dissolve one-half teaspoonful of bicarbonate of soda in one-half glass of cold water and drink slowly. This will, in most cases, give instant and permanent relief.

Hives

"The local irritation and itching may be relieved by applying a dilute solution of bicarbonate of soda and water.....(Soda) either in solution or paste is a soothing application for itching, insect bites, and burns. It is not caustic....."

—*Materia Medica: Pharmacology and Therapeutics.*
(Bastedo, p. 88, 1914.)

Hyperacidity

Hyperacidity (too much acid in the stomach) will produce an indigestion which may be relieved by taking one-half teaspoonful to one teaspoonful of bicarbonate of soda in a glass of cold water two hours after eating.

Indigestion

"In many cases it will be found that the administration of small doses of Bicarbonate of Soda, five to ten grains" (one-fourth teaspoonful to a half glass of cold water) "before each meal will cause free secretion of gastric juice, particularly if it be given simultaneously with bitter substances which act as stimulants to the gastric mucosa....."

—*Practical Therapeutics—9th Edit.*
(Hare, page 669, 1902.)

Insect Bites

Bicarbonate of Soda "either in solution or paste is a soothing application in erythema, urticaria, itching, burns and insect-bites."

—*Materia Medica, Pharmacology and Therapeutics.*

Intestinal Diseases

If food distresses the stomach, give a quarter of a teaspoonful of Bicarbonate of Soda in a wineglass of milk. "The alkalies have an extended use in diseases of the stomach and intestines, especially the former. Although we do not fully understand all their effects, it is obvious that they can neutralize an excess of hydrochloric acid in the stomach.

"They are, therefore, indicated in all cases of hyperacidity and hypersecretion; but in the author's experience they must be given in large doses.

"In hyperacidity they should, of course, be given *after* meals, preferably shortly before the time at which the patient expects disagreeable sensations arising from the hyperacidity, such as pyrosis (gas) and heartburn."

—*Treatment of Internal Diseases.*
(Ortner.)

Itching

Very often bathing the parts with two teaspoonfuls of bicarbonate of soda to the pint of water will give relief. In other cases of intense itching a paste made from baking soda and water and applied to the affected part will prove satisfactory.

Ivy Poisoning

Apply a paste made from baking soda and water to the affected parts and cover with a damp cloth. This treatment should be repeated every eight to ten hours.

Laxative

Dissolve one level teaspoonful of Bicarbonate of Soda in a glass of cool water and take on arising in the morning. This will clean the stomach of the mucus that has accumulated during the night and act as a mild laxative on the bowels.

Leucorrhoea (Whites)

"In a general way the agent (Bicarbonate of Soda) is advantageous in the treatment of leucorrhoea, especially if the discharge has an acid reaction." Use it freely in solution of two teaspoonfuls dissolved in a pint of water as a douche.

—*Materia Medica, Pharmacology and Therapeutics.*

Rheumatism

Sodium bicarbonate has been widely employed in the treatment of rheumatism, both internally and externally. It is recommended that one-half teaspoonful be taken internally every four hours in conjunction with 10 to 15 grains of sodium salicylate. Externally, to painful joints, apply a paste made from baking soda and water and cover with a warm cloth.

Scalds and Burns

"Externally the agent (Bicarbonate of Soda) seems to possess antiseptic properties. Because of the presence of carbon, with its alkaline reaction, the

agent is applicable to burns; applied in the form of a moist paste, it will relieve the pain at once in most cases."

—*Materia Medica, Therapeutics and Pharamacology.*
(Ellingwood, page 420.)

Cover scald or burn with a *paste* of Soda and water. Then cover with a damp cloth.

Sea Sickness

Preliminary to an ocean voyage it is recommended that one-half teaspoonful of soda in one-half glass of cool water be taken two hours after meals, for three days preceding the trip.

Skin

A shiny, red, hot-weather complexion may be cooled and refreshed by applying to the face a solution of cool water and bicarbonate of soda. Add one teaspoonful of soda to the pint of water.

Sour Stomach

"In cases of fermentation or 'sour stomach' it (Bicarbonate of Soda) may neutralize the organic acids and so result in the opening of a spasmodically closed pylorus (the opening between the stomach and the small intestine); while at the same time it acts

to overcome flatulency (accumulation of gas in the stomach and bowels)."

—*Materia Medica, Pharmacology and Therapeutics.*
(Bastedo, page 88.)

Dissolve one teaspoonful of Soda in a glass of cold water, and take one to two hours *after* meals.

Sunburn

Cover the affected parts with a paste of Arm & Hammer or Cow Brand Bicarbonate of Soda and water. Immediately upon application a cooling sensation will be experienced. When the moisture has been absorbed from the paste, the fire of the burn will have disappeared and the danger of blistering is lessened. Application of the paste as soon as possible after one is burned is advisable.

Toothache

"Sodium Bicarbonate in solution (two teaspoonfuls to a pint of water) on plugs of cotton in painful cavities, or applied to the gums . . . appeases agonizing toothache (Duckworth)."

—*Therapeutics, Materia Medica and Pharmacy.*

Vomiting of Pregnancy

This distressing symptom is often caused by the presence of a mild acidosis. For the relief of this condition it is recommended that one-half teaspoonful of soda in one-half glass of cool water be taken two hours after meals.

Weed Poisoning

The smarting, burning, and itching of the skin from contact with certain weeds may be relieved by applying a paste made from baking soda and water.

Why Soda Bicarbonate Relieves Discomfort

In one out of every ten households, I should say, there is someone who has to take a dose of soda every once in a while. There is, of course, not a boarding house in the land that doesn't contain a soda taker. As you gaze up at large apartments or apartment hotels you may confidently say to yourself, "There is in each of those mammoth structures at this moment a human being who is measuring out a level teaspoon of soda, putting it in a glass of water and drinking it down."

The people who do this, of course, are the "acid dyspeptics". Some of them have ulcer of the stomach. The soda—chemically, soda bicarbonate—is alkaline in reaction and, mixing with the excessive acid secretion of the stomach relieves the feeling of discomfort of dyspepsia.

If a supply is not purchased from a drug store the patient will calmly go to the kitchen and get the baking soda and use it in the same way, for it is the same thing.

It is, in my opinion, a very good method of treatment, and only very rarely does any harm. Its popularity, as the saying is, recommends it. Fifty million

dyspeptics can't be wrong. So when we hear, as we frequently do, some stomach specialist vehemently explain that the pain of ulcer is not due to the excessive acid present, or that soda itself forms more acid and, therefore, should not be used, we do not take these outpourings too seriously. Most of the patients have tried one or two other things in their lives and always gone back to soda.

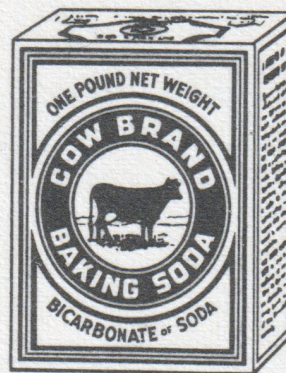
Dr. Sippy, who used a great deal of soda in his treatment of ulcer, used to say whenever these very scientific objections to the soda were presented to him, "Well, all I know is that the patients tell me the soda relieves their distress."

One of the advantages of soda bicarbonate is that fairly large doses can be taken without harm. Many people take one or two teaspoonfuls after each meal and one before going to bed and continue at this for years without any apparent ill effects. It is true cases of alkalosis have been reported, but they are so rare as to be almost negligible.

—*Logan Clendenen. "Diet and Health"*
K. C. Star, Nov. 4, 1931.

Arm & Hammer and Cow Brand
Baking Soda ARE BICARBONATE OF
SODA of the highest quality and
purity, and are therefore equally
good for medicinal and baking
purposes.

It fulfills the requirements
of the U. S. Pharmacopoeia



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